

Brand Voice

“Enabling access to eye care through technology to eliminate avoidable blindness.”

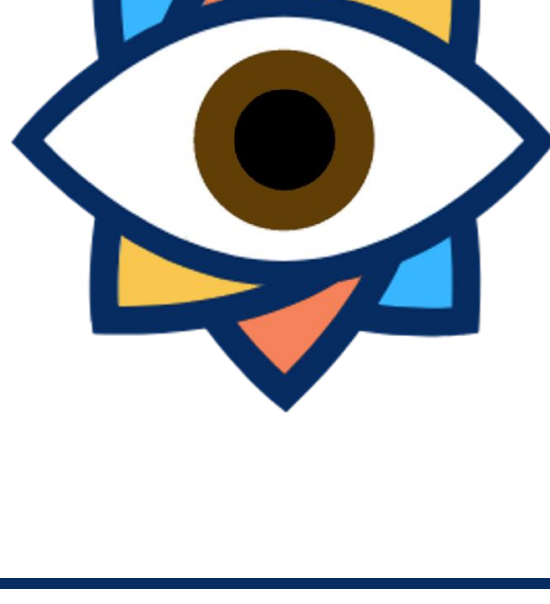
Science-oriented

Trustworthy

Dependable

Informative

Logo



Colors

Primary Colors



Dark Blue: #072C62



Light Blue: #38B6FF

Secondary Colors



Light Blue: #EAF0F6



Orange: #F5825A



Yellow: #F9C74F

Typography

Headline, Cabin, Bold, 50px

Header 1, Cabin, Bold, 48px

Two Tone **Header**, Cabin, Bold, 48px

Header 2, Cabin, Bold, 36px

Header 3, Cabin, Medium, 36px

Sub-Header 1, Cabin, Bold, 32px

Sub-Header 2, Cabin, Bold, 24px

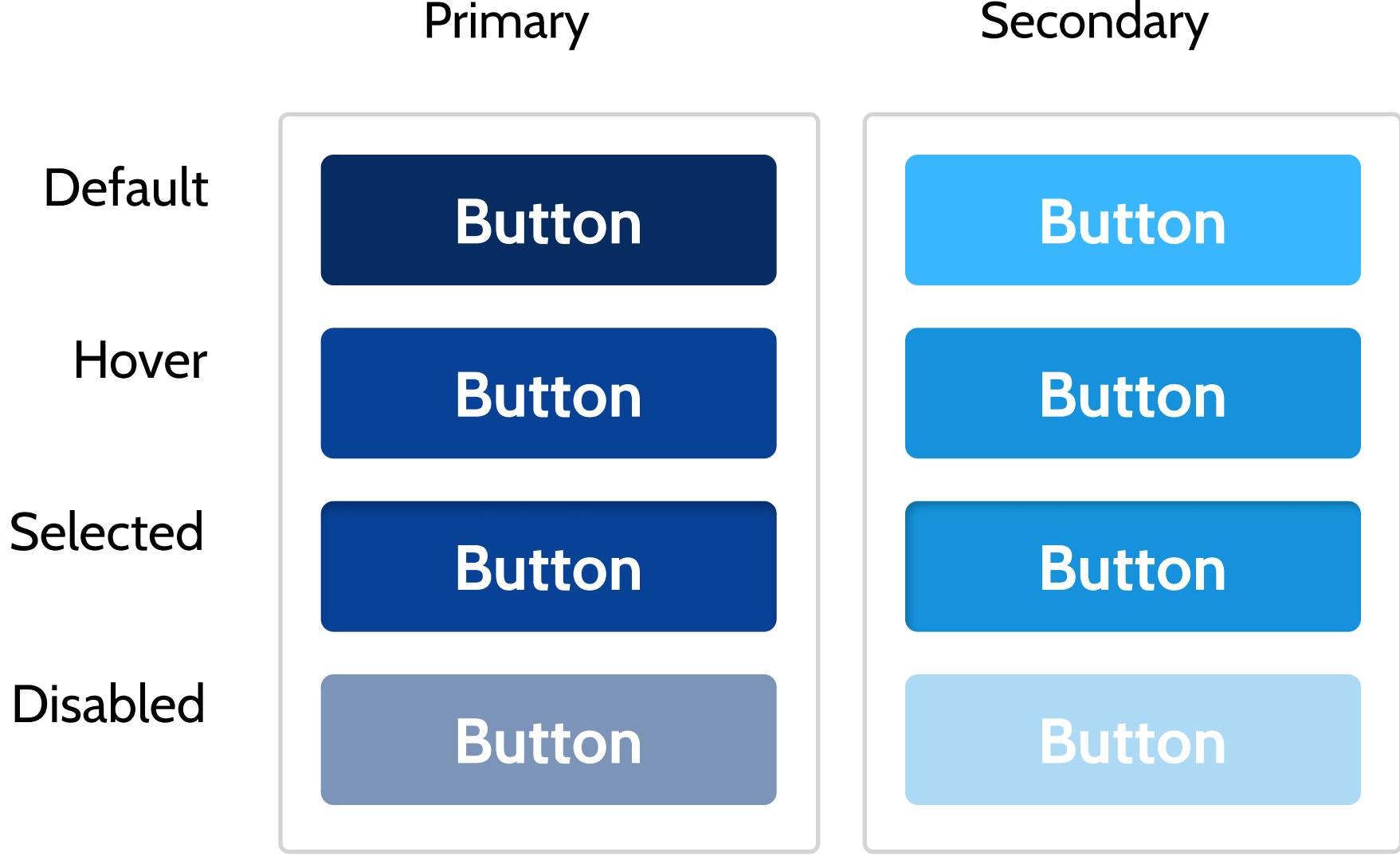
Sub-Header 3, Cabin, Medium, 24px

Body Text 1, Cabin, Regular, 18px

Body Text 2, Cabin, Medium, 18px

Body Text 3, Cabin, Bold, 18px

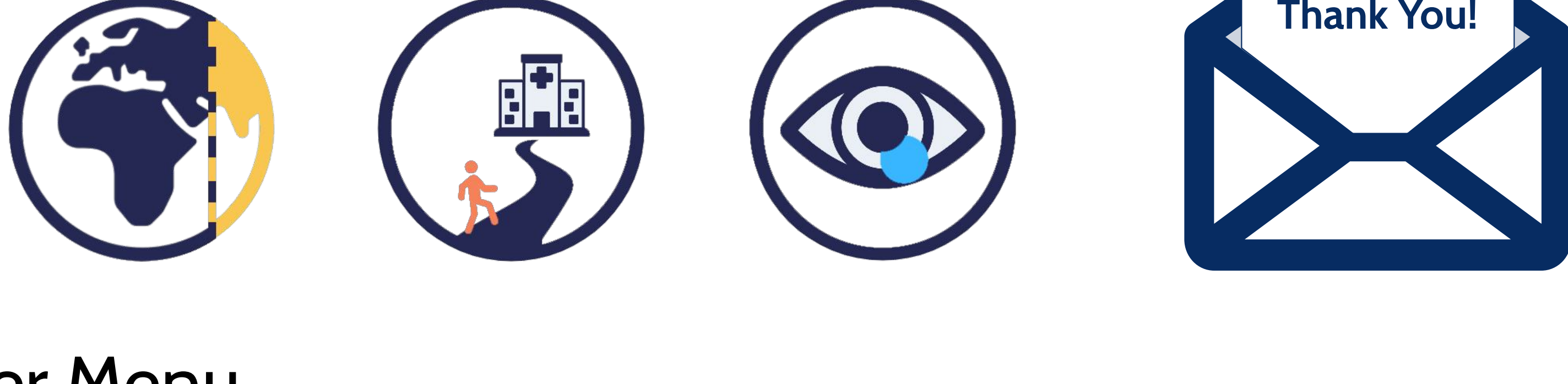
Buttons



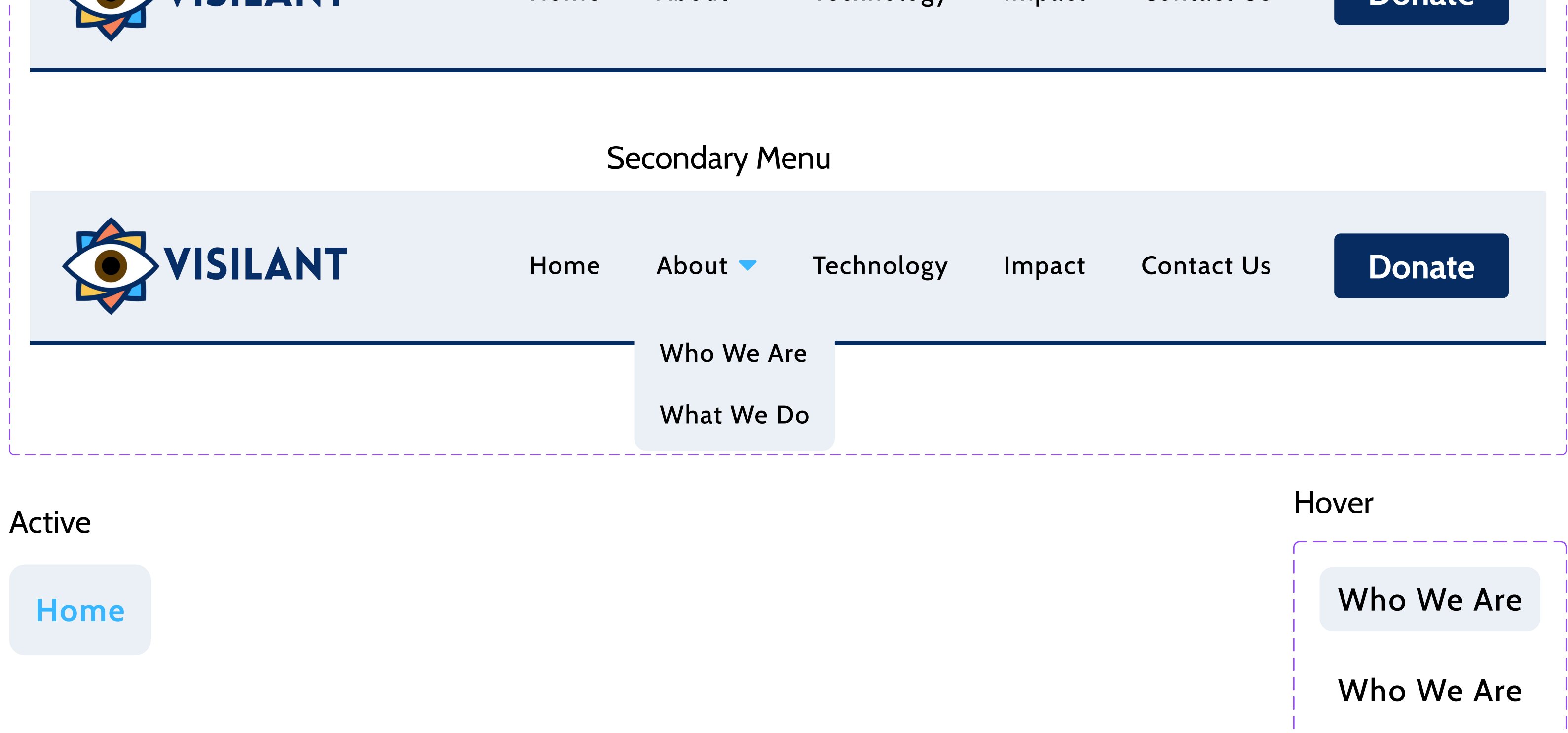
Iconography



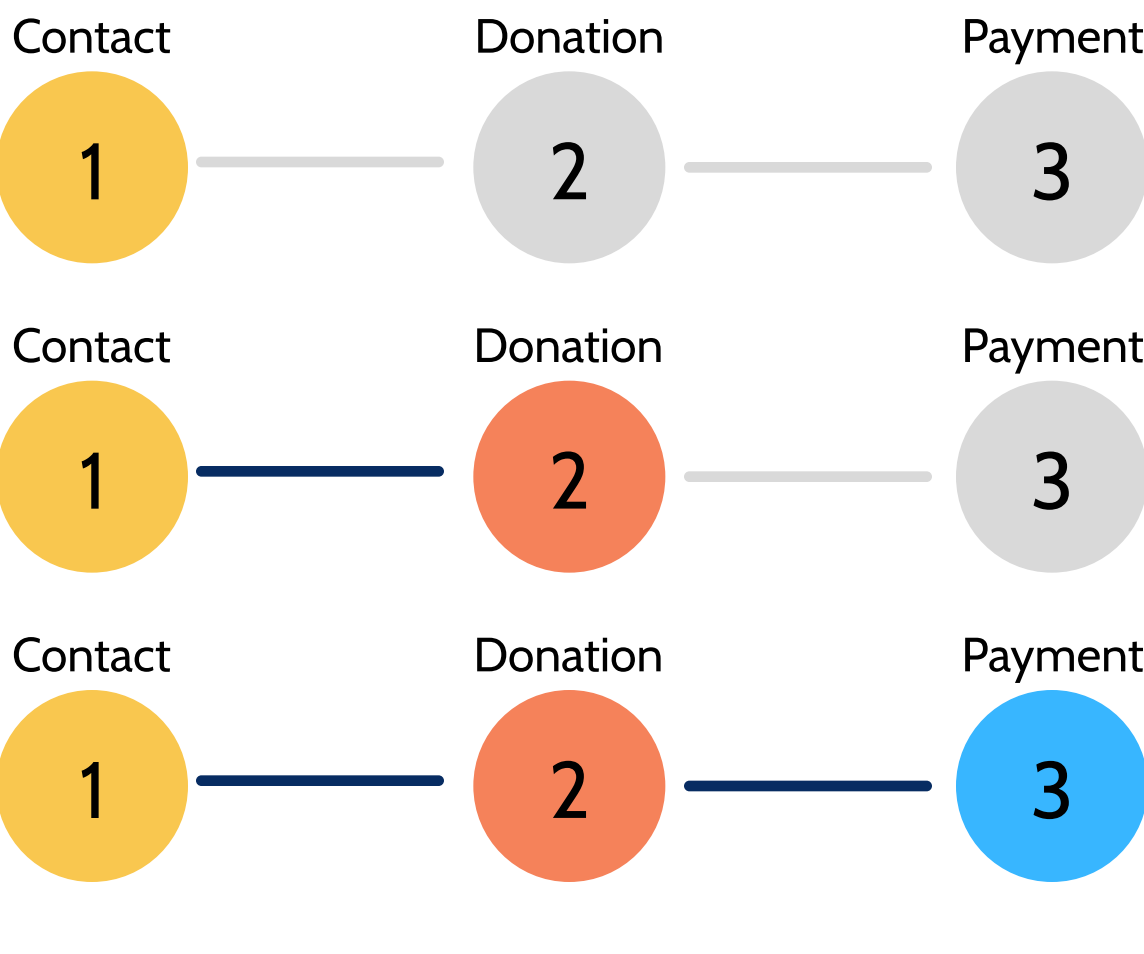
Graphic Elements



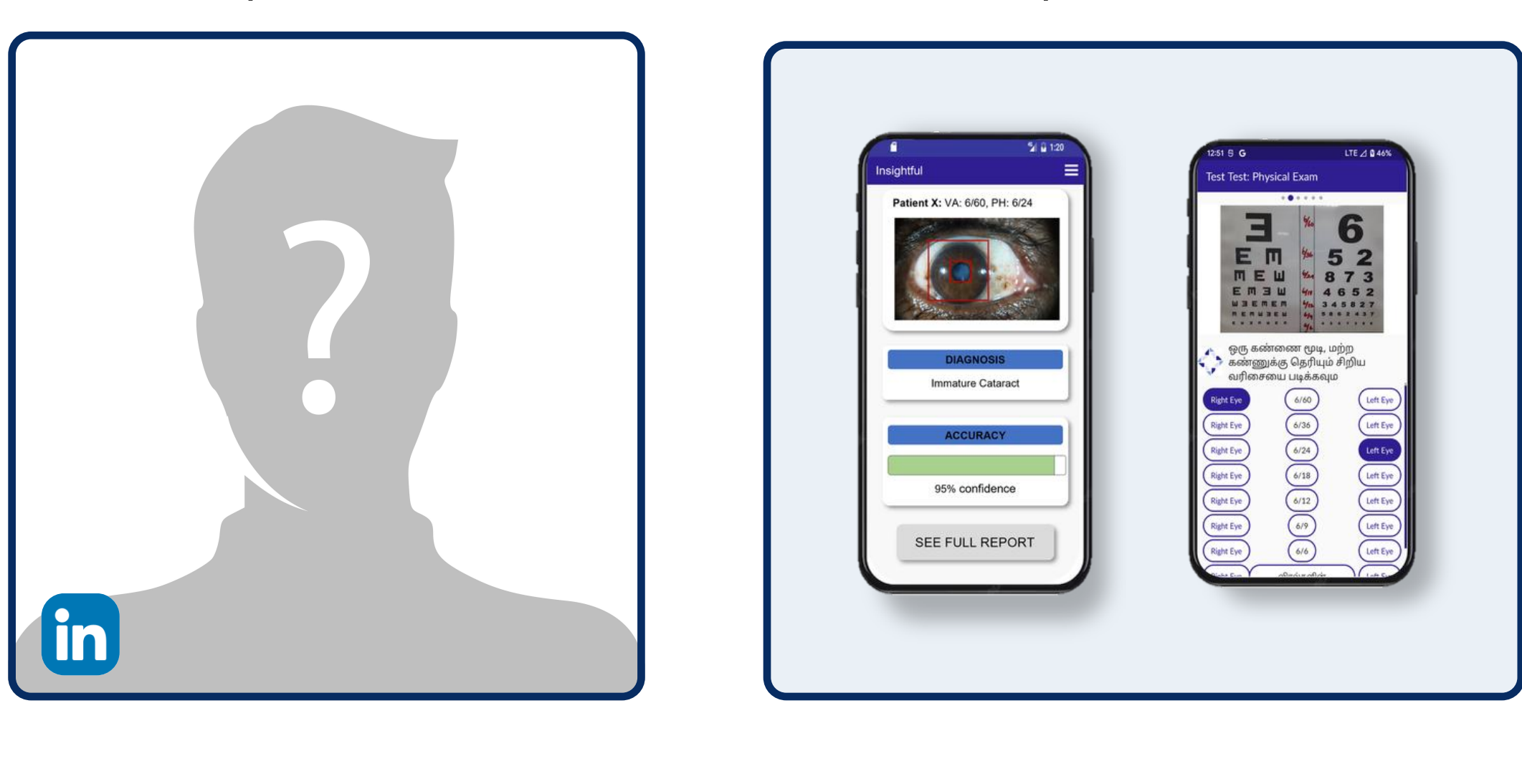
Header Menu



Display of System Status



Card Variations



Progress Bar



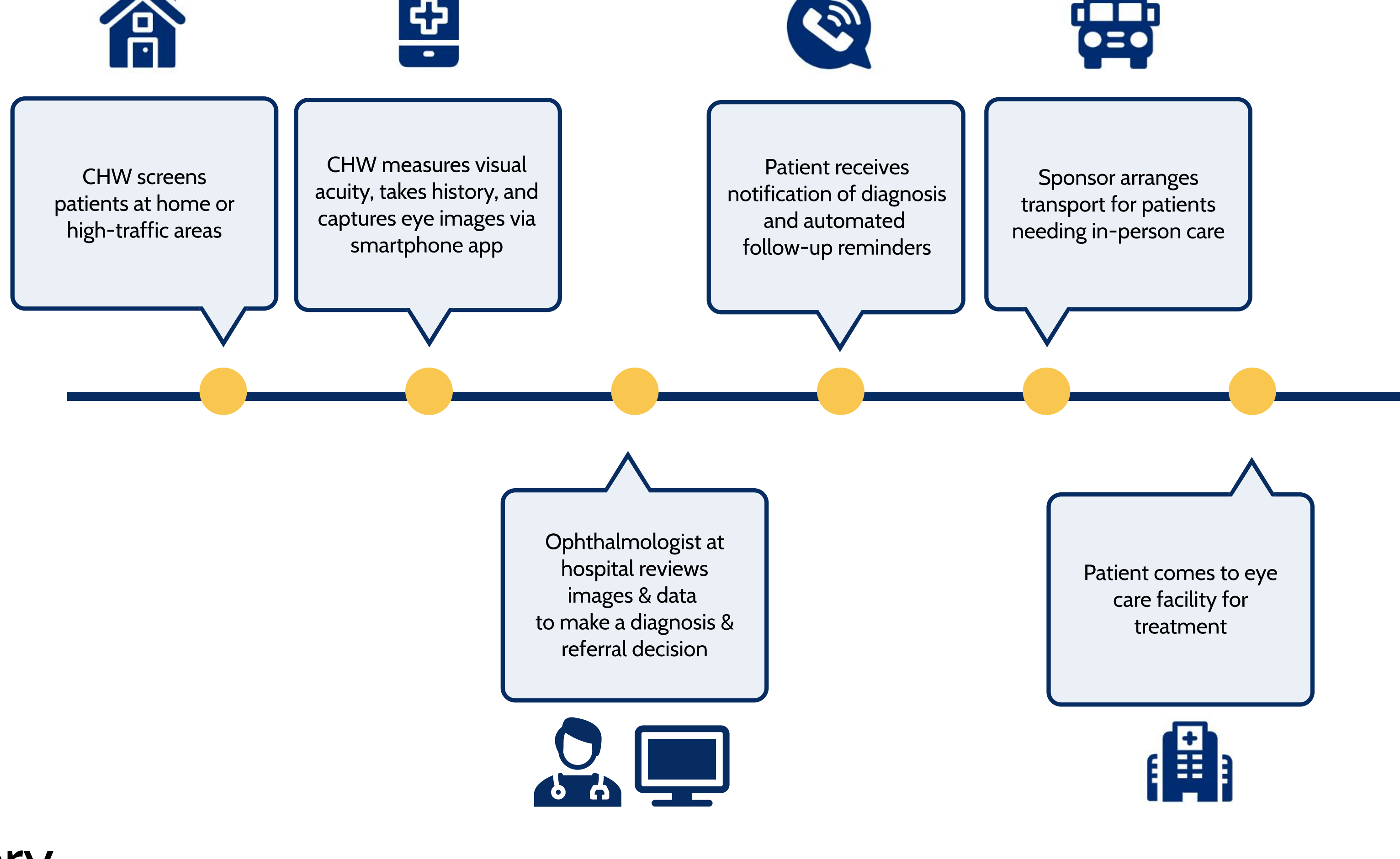
Tool Tips



Forms

Form fields for First name (Required) and Last name (Required).

Timeline



Imagery

